

Tobacco Prevention and Control in Utah

Third Annual Report - August 2003



Utah Department of Health
Tobacco Prevention and Control Program



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A Message from the Executive Director's Office

Utah Department of Health

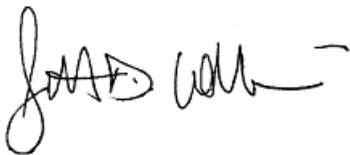
I am pleased to submit the third annual report of the Utah Department of Health's tobacco prevention and control activities funded through the Tobacco Settlement Restricted Account and Cigarette Tax Restricted Account. Utah's tobacco prevention and control efforts are making a difference. Tobacco use rates among adults and youth are on a downward trend, more smokers report making a serious attempt to quit, tobacco consumption is down, and fewer retailers are selling tobacco products to minors.

In Fiscal Year 2003, the Utah Department of Health, in partnership with local health departments, schools, and community partners, has implemented a variety of evidence-based interventions to reduce tobacco use. Notably,

- All 12 of Utah's Local Health Districts implemented local-level tobacco prevention and control strategies, reaching members of their communities.
- Media campaign efforts continued to drive Utahns to services such as the Utah Tobacco Quit Line. Nearly 15,000 Utahns called the Utah Tobacco Quit Line for help.
- The media campaign developed messages and strategies to reach Hispanic/Latino and Native American populations more effectively.
- Tobacco cessation services were expanded to reach more population groups who are at higher risk for tobacco use, such as the uninsured and those enrolled in Medicaid. Expanded services included cessation programs provided through collaboration with the Utah Quit Line; Medicaid; the Women, Infants, and Children Program; and the Association for Utah Community Health.
- Thousands of Utah youth were impacted by prevention efforts through the Truth From Youth Anti-Tobacco Advertising Contest, evidence-based school tobacco prevention curricula, and school district-wide efforts to strengthen and better enforce tobacco-free school policies.
- Retailer non-compliance with Utah's youth access laws decreased from 10% to 8%.

Despite these successes, the need to address tobacco use in Utah remains great. More than 200,000 Utahns continue to use tobacco. Tobacco use is the leading preventable cause of death in the U.S. and kills over 1,200 Utahns annually. Utah incurs more than \$273 million in annual smoking-related medical costs. Smoking-attributable Medicaid expenditures alone amount to \$81 million per year. Since the advent of the Master Settlement Agreement, research indicates that the tobacco industry is spending more money than ever on marketing and promoting their products. In Utah alone, the tobacco industry spent an estimated \$90.8 million in product marketing in 2001—more than ten times what Utah spends on anti-tobacco programming. Our joint efforts in fighting tobacco are paying off, but there is more to be done to protect our citizens from the disability, disease, and death caused by tobacco use.

Sincerely,



Scott D. Williams, M.D.
Deputy Director
Utah Department of Health

Tobacco Prevention and Control Program Highlights

Utah Goals for Tobacco Prevention and Control

- Prevent youth from starting to use tobacco.
- Motivate and help youth and adults to quit using tobacco.
- Reduce exposure to secondhand smoke.
- Reduce tobacco use among population groups at higher risk.

Why is Tobacco Prevention and Control Needed?

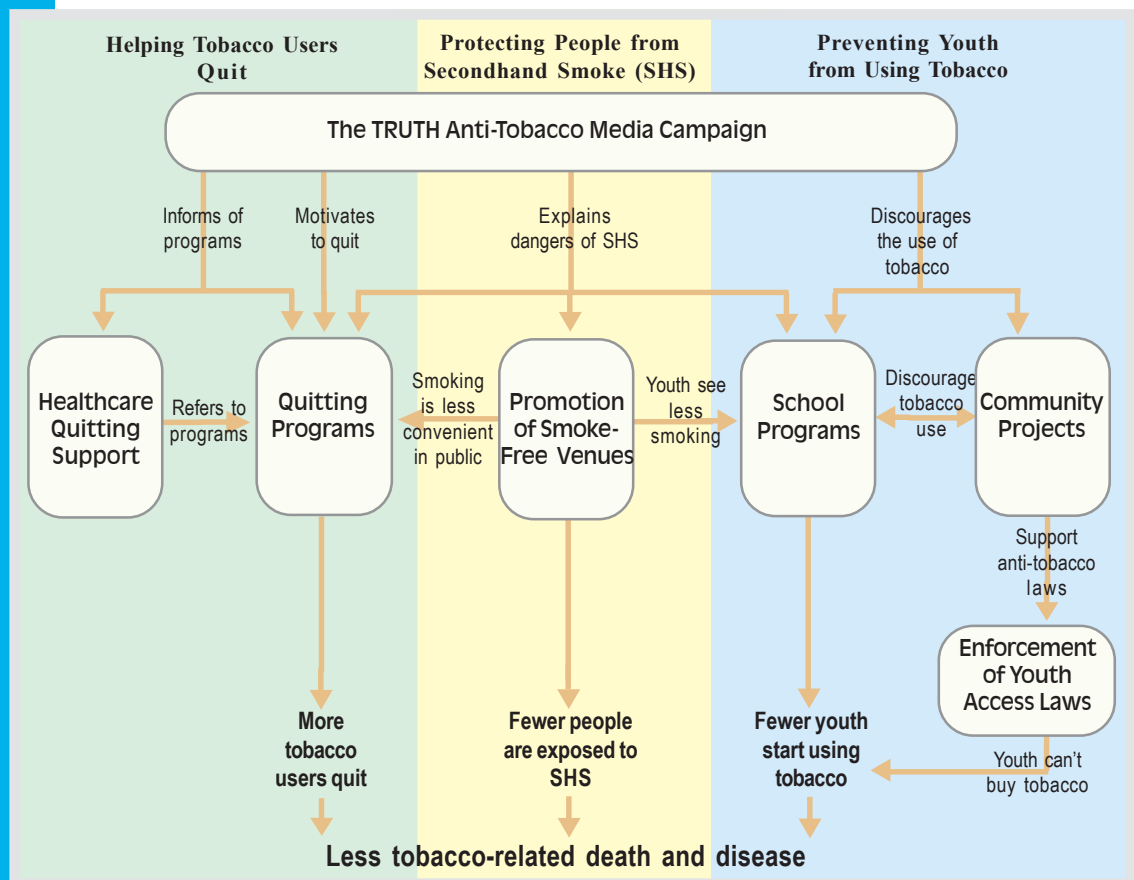
Tobacco use remains the single most preventable cause of death and disease in the United States.¹ In Utah, tobacco use claims more than 1,200 lives annually and costs taxpayers \$81 million in smoking-related Medicaid expenditures.²

The tobacco industry spends an estimated \$90.8 million in Utah each year to entice people to use their products.¹⁰ Their strategies include marketing addictive tobacco products through event sponsorship; counter displays; merchandise; product placement in movies and on TV; and ads in magazines, on billboards, and on the internet.

To counter these industry activities and reduce the human and economic cost of tobacco use, the Utah Legislature allocated \$4 million from the Master Settlement Agreement (MSA) and \$2.87 million from the Cigarette Tax Restricted Account to the Utah Department of Health's Tobacco Prevention and Control Program (TPCP). This combined funding leveraged an additional \$2.45 million in matching funds from federal and private agencies and \$4.2 million in in-kind added media value. During this third year of increased TPCP funding, Utah realized further declines in youth and adult smoking rates and an increase in the demand for tobacco cessation services.

How Does the TPCP Work?

The TPCP and its partners use comprehensive and proven methods of tobacco-use prevention and control. As illustrated below, all components of the program support each other and are crucial in reducing tobacco-related death and disease over time.



Tobacco Prevention and Control Program Highlights

Program Success (State Fiscal Year 2003)

Changes in Tobacco Use Since the Beginning of MSA Funding

- Utah's adult tobacco use rate declined by 9% (BRFSS 1999-2002).³
- The youth tobacco use rate (high school students in grades 9-12) declined by 26% (YRBS 1999, YTS 2003).^{4,5}
- Smoking during pregnancy has started to decline (Utah Vital Statistics, birth certificate data 1999-2001).⁶

The TRUTH Media Campaign

- 96% of teens (TPCP Youth Media Survey 2003)⁷ and 94% of adults (BRFSS 2002)³ recall seeing anti-tobacco ads during the past month.
- 93% of teens and 64% of adult smokers report that they find targeted The TRUTH TV ads convincing (TPCP Adult and Youth Media Surveys 2003).⁷
- 71% of adult smokers and 66% of teens report knowing about the Utah Tobacco Quit Line (TPCP Adult and Youth Media Surveys 2003).⁷

Quitting Programs and Health Care Provider Referral and Treatment Projects

- More than 14,700 Utahns called the Tobacco Quit Line. Approximately 6,000 tobacco users received comprehensive quitting services from the Quit Line and local cessation programs. Quit and reduction rates were high for all services.
- Referral and treatment projects were expanded to include the Women, Infants, and Children Program (WIC), Medicaid, the Association for Utah Community Health, and numerous private providers and clinics across the state.

School Tobacco Policy Projects and Tobacco Prevention Activities in Local Health Districts

- Six school districts planned comprehensive school tobacco policies. Approximately 34,000 students and their families will be impacted by school policies that enforce no tobacco use, ensure school-based prevention education and availability of cessation services, and provide family and community involvement in promoting tobacco-free environments.
- All 12 Local Health Departments acted as leaders in local tobacco prevention and control. 35,000 students and community members participated in educational events; 5,000 students created ads for the Truth From Youth Anti-Tobacco Advertising Contest; and 12,000 students received comprehensive classroom education.

Promotion of Smoke-Free Policies

- Through providing information on the risks of secondhand smoke, The TRUTH Campaign promoted voluntary smoke-free policies. 65% of Utah adults and 70% of teens recalled The TRUTH secondhand smoke advertisements (TPCP Adult and Youth Media Surveys 2003).⁷
- To protect Utahns from exposure to secondhand smoke in the workplace, state and Local Health Departments educated businesses about the Utah Indoor Clean Air Act (UICAA).
- Local Health Departments and local coalitions promoted voluntary tobacco-free policies at recreational areas and worksites not covered by the UICAA.

⇒ More to be Done

Although tobacco use rates have started to decline, much remains to be done to reach our goals of tobacco-free youth and easy access to quitting services for all tobacco users. In addition to improving the quality of life for many Utah residents, tobacco cessation and prevention programs have the potential to save substantial amounts of money for the State of Utah. A long-term commitment of effort is necessary to further reduce Utah's tobacco use rates.

Tobacco Use in Utah

Health Consequences of Tobacco Use

- Approximately **1,200 Utahns** die each year from smoking-related diseases (CDC State Highlights 2002).²
- Smoking increases the risk for chronic lung disease, coronary heart disease, and stroke, as well as cancer of the lungs, larynx, esophagus, mouth, and bladder. In addition, smoking contributes to cancer of the cervix, pancreas, and kidneys.¹
- Secondhand smoke increases the risk for heart disease and lung cancer among nonsmokers.¹

Economic Consequences of Tobacco Use

- Premature deaths of smokers result in estimated productivity losses of **\$244 million** per year in Utah.²
- Utah incurs more than **\$273 million** in annual smoking-related medical costs.²
- Smoking-attributable Medicaid expenditures cost Utah **\$81 million** per year.²

Savings Realized by Comprehensive Tobacco Prevention and Control Programs

- States with comprehensive tobacco prevention and control programs are expected to realize a 5% decline in adult smoking rates every four years.⁸
- Utah's adult smoking rate has been declining since 1999 (Utah BRFSS).³
- In Utah, each **5% decline** in adult smoking rates means approximately **9,000** fewer smokers and **3,000** lives saved. (National studies show that one-third of smokers die from tobacco-related causes.)⁸
- Each **5% decline** in adult smoking rates means an estimated **\$73 million** dollars saved in medical care costs. This represents an average of **\$8,000** saved in health care costs for every smoker who quits.⁸

Tobacco Company Marketing

- Major tobacco companies spend an estimated **\$11.22 billion** annually to market tobacco products in the United States (U.S. Federal Trade Commission (FTC), Cigarette Report for 2001).⁹
- Expenditures for marketing tobacco products in Utah are estimated at **\$90.8 million** per year (Campaign for Tobacco Free Kids 2003).¹⁰

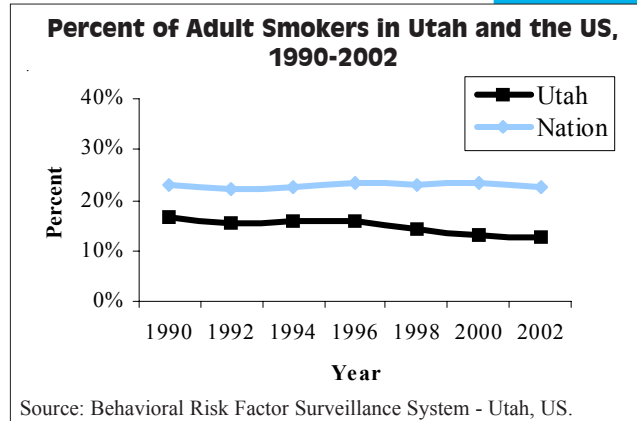
Tobacco Use Among Pregnant Women

- In 2001, **7.5%** of Utah women (**approximately 3,600 women**) reported smoking during their pregnancies (Utah Vital Records 2001).⁶ Birth certificate data indicate that smoking during pregnancy has started to decline (Utah Vital Records 1999-2001).⁶

Tobacco Use in Utah

Adult Tobacco Use

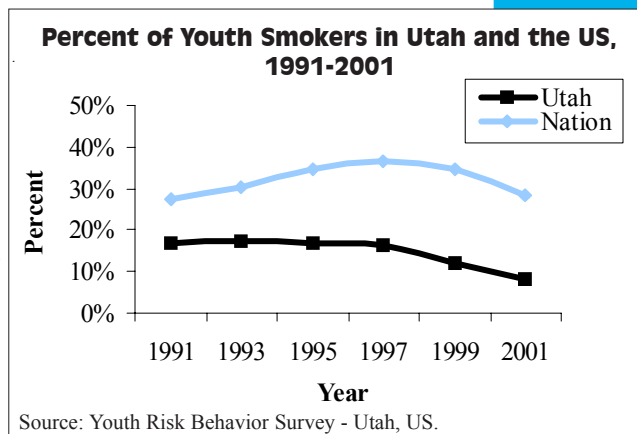
- In 2002, **12.8%** of Utah adults reported that they currently smoked (Utah BRFSS 2002).³
- Since 1999, Utah's adult smoking rate has declined by **9%**. Utah is one of only two states that shows a linear decrease in adult smoking since 1996.¹¹
- Despite this decline, almost **200,000** Utah adults are regular smokers.³
- **75%** of Utah's regular smokers report that they plan to quit (TPCP Adult Media Survey 2003).⁷
- **66%** report having made a serious quit attempt during the past year (BRFSS 2002).³



To help smokers quit, Utah needs to continue to offer effective smoking cessation services.

Youth Tobacco Use

- In 2001, **8.3%** of Utah high school students reported that they had smoked in the past month (YRBS 2001).⁴
- Since 1999, Utah's smoking rate for high school students has declined by **26%**.^{4,5}
- **92%** of high school students report having seen anti-tobacco ads in the past month (Utah YTS 2003).⁵
- **73%** of middle school students report that they received education on the negative effects of tobacco use in school (Utah YTS 2003).⁵



To ensure a continuing decline in youth smoking rates, Utah needs to maintain a strong anti-tobacco media campaign and comprehensive tobacco prevention programs in schools and communities.

Exposure to Secondhand Smoke

- In 2001, **43,500** Utah children were exposed to tobacco smoke inside their homes (Utah Health Status Survey 2001).¹²
- **38%** of high school students report being in the same room with a smoker during the past week (Utah YTS 2003).⁵
- **22%** of high school students report riding in a car with a smoker during the past week (Utah YTS 2003).⁵

Statewide Program Update

The TRUTH Campaign

According to FTC reports, tobacco industry spending on marketing increased by 17% between 2000 and 2001.⁹ In 2001 the tobacco industry spent an estimated \$90.8 million to market tobacco products in Utah.¹⁰ Research shows that children buy the most heavily advertised brands.¹³

Si tu fumas es probable que tus hijos fumen también.



The TRUTH

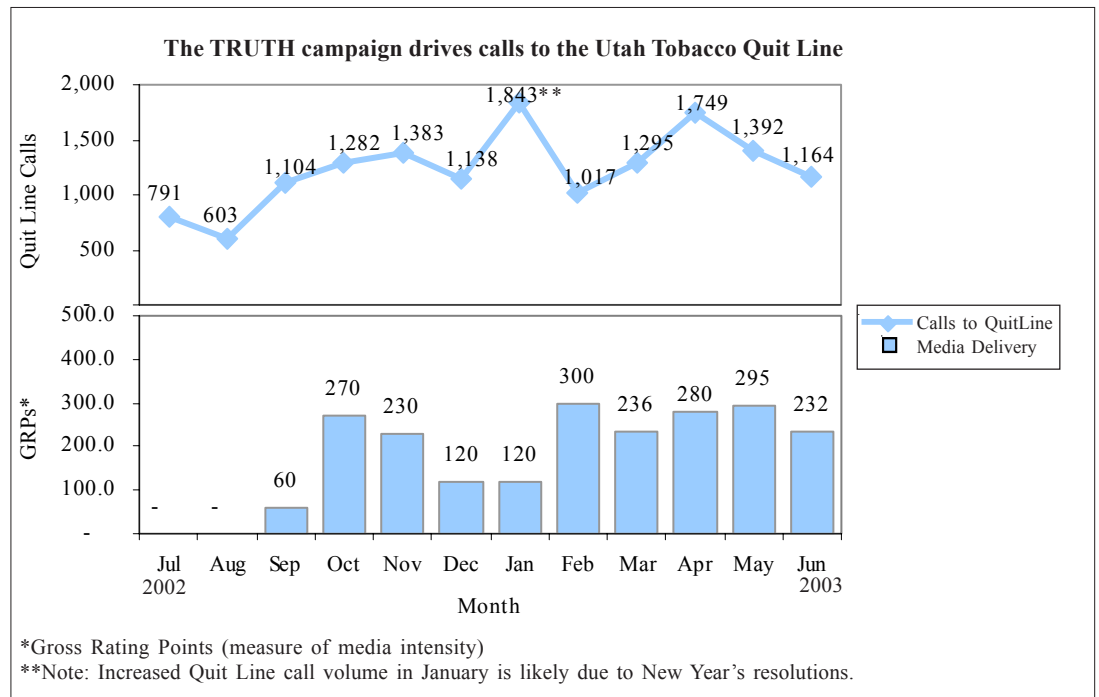
Para dejar de fumar busque ayuda llamando al 1.877.2NO.FUMAR

(Campaña en inglés para ayudar al tabaquismo)

Why is The TRUTH Anti-Tobacco Media Campaign Needed?

The TRUTH Campaign is the central element of Utah's Tobacco Prevention and Control Program. It drives statewide and local efforts to prevent youth from using tobacco, provide cessation services for smokers, and implement tobacco-free policies. Specific goals of The TRUTH campaign are to

- Counter tobacco industry advertising
- Deglamorize tobacco use among youth
- Encourage tobacco users to quit
- Inform tobacco users about Utah's cessation services
- Inform the public about the health risks of secondhand smoke



How Does The TRUTH Campaign Work?

The TRUTH Campaign targets the following audiences with research-based campaign messages and elements:

- **Youth, 12 years and older:** TV ads (Lab Rat), radio ads, ad contest, mall messages, events
- **Youth, younger than 12 years:** TV ads (Vultures)
- **Adults/adults of low socio-economic status:** TV ads (I Did It), radio ads, billboards, posters, signs, website (I Did It), community event sponsorship (Grizzlies, Stingers, State Fair, Ogden Raptors)
- **Pregnant women:** TV ads, radio ads, posters, quit cards
- **College-age populations:** posters, fliers, ads in college newspapers
- **Hispanic adults and youth:** posters, radio ads, community event sponsorships (Indoor Hispanic Soccer League, Cinco de Mayo, Copa Mexico)
- **Native American adults and youth:** posters created with culturally appropriate themes
- **Adults who live in rural areas with high use rates/spit tobacco users:** local radio ads, billboards
- **People exposed to secondhand smoke:** TV ads (Some Things Aren't Meant to be Shared), radio ads, posters, signs, newspaper ads, smoke-free worksite promotions

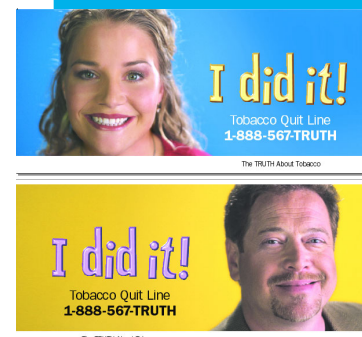
Statewide Program Update

The TRUTH Campaign

The TRUTH Media Survey Highlights - 2003⁷

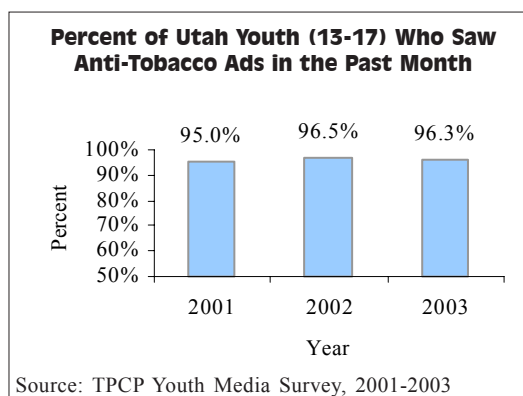
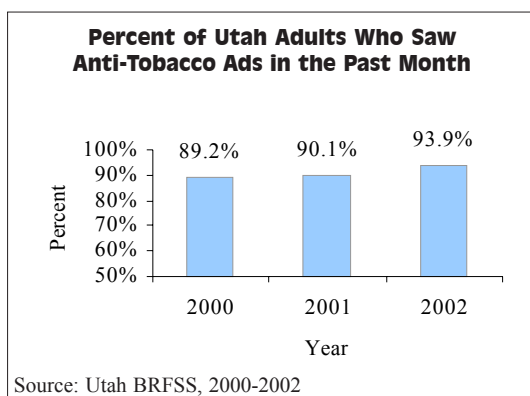
Comprehensive prevention efforts that combine media, school-based activities, and community-based activities can postpone or prevent smoking in 20-40% of adolescents¹³ and promote smoking cessation among youth and adults. Results from the 2003 TPCP media surveys support these findings:

	Youth	Adult Smokers
Recall:		
Saw anti-tobacco ads in the last month	96%	92%
Know The TRUTH slogan	94%	85%
Are aware of the Utah Tobacco Quit Line	66%	71%
Opinions:		
Think that targeted TV ads were convincing	93%	64%
Think more about negative effects of tobacco	95%	72%
Believe that secondhand smoke is harmful	99%	77%
Behavior Changes:		
Reduced number of cigarettes smoked per day	N/A	37%
Made a quit attempt	N/A	39%
Considered calling the Quit Line in the future	N/A	53%
Tried to convince others to quit	35%	33%



Trends in Recognizing The TRUTH Messages

Since the allocation of MSA funding in 2000, the Department of Health has been able to reach more youth and adults with anti-tobacco messages. Declining smoking rates and increased use of quitting services such as the Tobacco Quit Line show that Utahns respond to the campaign.



⇒ More to be Done

Media research shows that targeted audiences must be exposed to advertising messages at least three times per week on a continual basis to be able to recognize the message and take action. Declining youth and adult tobacco use rates and overwhelming demand for quit services show that Utahns are responding to anti-tobacco messages. Sustained funding for The TRUTH Campaign is crucial to maintaining Utah's downward trend in tobacco use.

Statewide Program Update

Services to Help Tobacco Users Quit

"Well, I started smoking at the age of 12. The help line is a wonderful tool to helping people stop smoking. I stopped smoking about 11 months ago, and if it wasn't for the 1-888-567-TRUTH hotline, I would still be smoking. I just want to let people know that I feel so much better now since I stopped smoking. Thank you."
Amy Teal, age 29
Salt Lake City
Utah Tobacco Quit Line participant

TPCP Tobacco Quitting Programs Tripled and Quadrupled Successful Quitting

Without help, only 7-8% of tobacco users are able to quit.²⁰

The Utah Tobacco Quit Line

The Tobacco Quit Line is a telephone-based cessation counseling and referral program.

- More than 14,700 Utahns called the Quit Line and more than 3,700 utilized counseling or referral services.
- 94% of callers receiving Quit Line services said they would refer a friend to the program.
- 74% of teens receiving Quit Line counseling services reduced their tobacco use.

Quit Rates ¹⁴ for the Utah Tobacco Quit Line	Adults	Teens
Intensive Counseling (multiple sessions)	33%	47%
One-time Counseling	17%	22%

Medicaid Quitting Services

TPCP partners with Medicaid to provide referrals, counseling, and medications to help Medicaid tobacco users quit. This partnership brings approximately \$288,000 in federal Medicaid matching funds to Utah annually.

- More than 700 pregnant women were identified as using tobacco and were offered quitting assistance.
- 60% of pregnant tobacco users on Medicaid reduced their tobacco use.
- 40% of pregnant tobacco users on Medicaid quit using tobacco.
- More than 350 Medicaid clients received Zyban (bupropion SR) medication. When used as prescribed, this medication results in quit rates of approximately 30%.

Quitting Classes for Teens

Ending Nicotine Dependence (END) and Not on Tobacco (NOT) are community-based and school-based classes that help teens quit using tobacco.¹⁴ During FY03, END was mostly taught as a court-mandated class for students who violated laws that regulate tobacco possession for minors.

	Classes for court-mandated students	Classes for voluntary students
END	804 students served* 64% reduced tobacco use 13% quit tobacco use	202 students served 82% reduced tobacco use 24% quit tobacco use
NOT		114 students served 86% reduced tobacco use 39% tobacco use

*71 additional END students participated in detention centers

More Health Care Providers are Advising Patients to Quit

TPCP partners with Local Health Departments, the Women, Infants, and Children program (WIC), professional organizations, and managed care organizations to provide practitioners with evidence-based screening and treatment guidelines for patients who use tobacco. These guidelines incorporate protocols to refer tobacco users to quitting programs sponsored by TPCP.

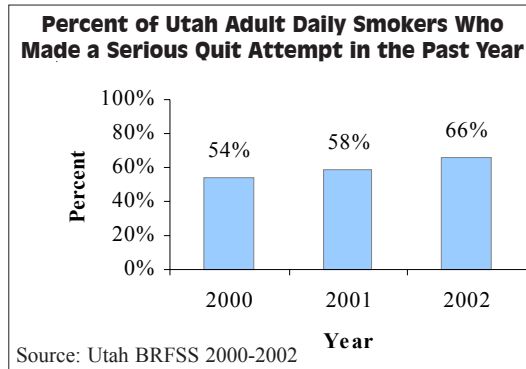
- More than 380 health care providers, including physicians, promotoras, dental hygienists, dietitians, humanitarian service missionaries, nurses, and pharmacy technicians, received training in evidence-based screening and treatment guidelines.
- The percentage of Utah smokers who, within the past year, received advice from their health care provider to quit smoking increased by 13% from 2001 to 2002.³

Statewide Program Update

Services to Help Tobacco Users Quit

The Percentage of Utah Smokers Trying to Quit and Using Evidence-Based Quitting Programs is Increasing

- Calls to the Utah Tobacco Quit Line increased by 13% in the past year.
- Teenagers requesting intensive Quit Line counseling increased by 55% in the past year.
- Medicaid clients receiving Zyban prescriptions increased by 33% in the past year.
- Enrollment in teen quitting classes increased by 25% in the past year.



"So, here I am, 100 days into my new life. I can't believe I made it this far! When I started this, I had doubts about whether or not I could pull it off. I'd tried so many times before, and didn't have the will-power. I've made many good friends here on the Q [QuitNet]. I doubt I'd be where I am today without their support."
Kyle Anderson, age 46
Salt Lake City
Utah QuitNet participant

TPCP is Initiating New Quitting Programs to Fill the Increasing Demand for Services and to Reach New Populations

Association for Community Health

Beginning in January 2003, TPCP partnered with the Association for Utah Community Health to prescribe and provide Zyban (bupropion SR) quitting medications to the uninsured who go to Community Health Centers. In the first 6 months of the partnership, 135 uninsured clients received quitting medications and 96% of those clients were taking the prescription as indicated.²²

Utah QuitNet

QuitNet is an online support program offering personalized quitting plans and information, peer support, expert advice, and pharmaceutical product support. TPCP partnered with QuitNet to provide these services free of charge to Utahns beginning in June 2003. Even before the new program was announced to the public, more than 70 Utahns registered on the website. This number doubled in the first 24 hours of the Utah QuitNet media campaign.



First Step Quitting Guide for Pregnant Women

A committee of TPCP and Local Health Department representatives collaborated to design a new self-help book for pregnant women about how to quit using tobacco. The book is now available in fiscal year 2004.



Cover page, A Pregnant Women's Guide to Quitting Tobacco Use

⇒ More to be Done

In June 2003, the Utah Tobacco Quit Line was temporarily forced to reduce its normal services because funding levels did not meet the demand of Utah citizens calling the Quit Line for help. As more Utahns choose to quit, more funding will be required to meet their needs.

In Utah, nearly 200,000 adults smoke cigarettes.³ Without intervention, about one in three of these people will die from this addiction.

Statewide Program Update

Youth Tobacco Use Prevention

"The Truth From Youth Ad Campaign is the most authentic classroom assignment I ask my students to complete. The idea of [students] encouraging their peers to either stop smoking or to never start smoking is a real and positive process that I...fully support. I applaud the effort. They have helped kids stop smoking..."

Crystal Spackman,
Teacher, Murray High
School, Murray, Utah

Why Is Youth Tobacco Use Prevention Needed?

Long-term reductions in tobacco-related death and disease depend on effective tobacco use prevention among youth. The Surgeon General's Report on Tobacco Use Among Young People finds

- Nearly all first use of tobacco occurs before high school graduation.
- If adolescents can be kept tobacco-free, most will never start using tobacco.
- Most adolescent smokers are addicted to nicotine and report that they want to quit but are unable to do so.
- Community-wide efforts that include tobacco tax increases, enforcement of minors' access laws, youth-oriented mass media campaigns, and school-based tobacco prevention programs are successful in reducing youth tobacco use.¹⁵

How Do Utah's Tobacco Prevention Programs Work?

The Utah Department of Health funds a comprehensive statewide youth tobacco use prevention program. Rigorous evaluations of prevention program outcomes are extremely costly and labor-intensive, due to the need to survey youth over extended periods of time (age 10 to 18). To limit the use of funds spent on research, the UDOH supports science-based programs that were evaluated and found effective in reducing tobacco use. The UDOH tracks overall changes in tobacco use rates through bi-annual statewide surveys of Utah students.

School Tobacco Policy Projects

- Comprehensive school tobacco policies (following Centers for Disease Control and Prevention (CDC) School Guidelines) are effective in denormalizing tobacco use, preventing students from starting to use tobacco, and helping tobacco users quit.
- In 2002, the Department of Health funded a pilot project in Grand County School District with the goal of institutionalizing a comprehensive school tobacco policy.
- In 2003, comprehensive school policies on tobacco were planned and revised in 6 school districts, impacting a total of 34,000 students and their teachers and families. Participating school districts were chosen based on district tobacco use rates, socio-economic indicators, and available services.
- New comprehensive tobacco policies address enforcement of no tobacco use on school grounds, prevention education, teacher and staff training, access to tobacco cessation services, community and family involvement, and assessment of changes over time.

School- and Community-Based Prevention Education

- 5,000 Utah students participated in the Truth From Youth Anti-Tobacco Advertising Contest. Winning ads were produced and distributed by The TRUTH media campaign. Since the Contest's inception in 1997, more than 36,000 youth have developed anti-tobacco ads.
- Utah's Local Health Departments taught evidence-based tobacco prevention curricula to 12,000 students in grades 4 to 8.
- All 12 Local Health Departments engaged students, families, community agencies, worksites, recreational facilities, and others in anti-tobacco coalitions and other prevention activities. Pages 16 to 27 of this report describe anti-tobacco activities conducted in local areas.

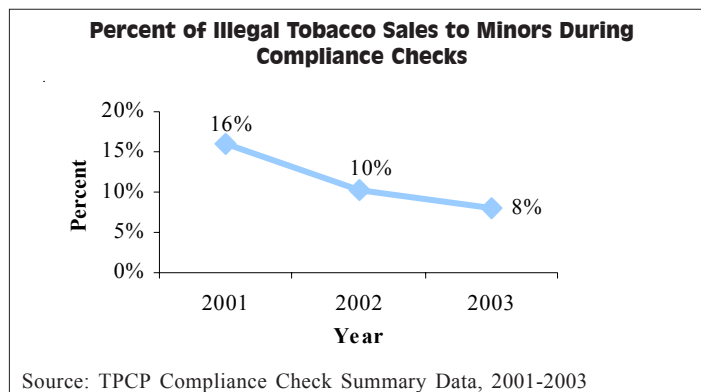
Statewide Program Update

Youth Tobacco Use Prevention

Enforcement of Youth Tobacco Access Laws

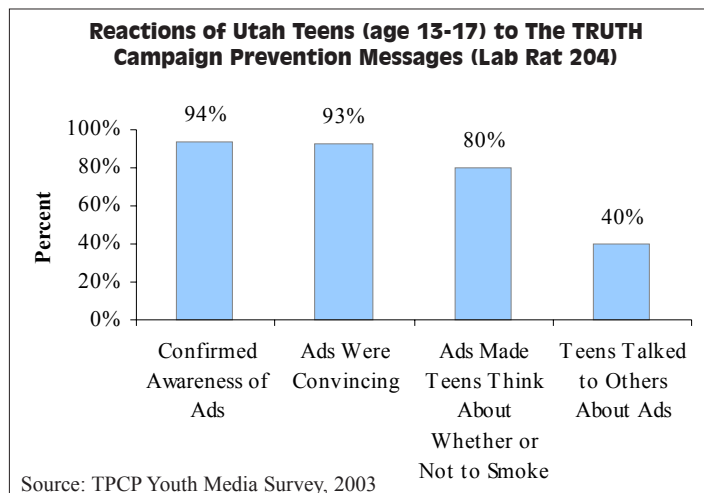
Utah's Local Health Departments have made significant progress in reducing minors' access to cigarettes. Utah law prohibits tobacco sales to minors under the age of 19. Local Health Departments, retailers, and law enforcement officials ensure compliance with youth tobacco access laws through compliance checks, retailer education, and recognition of tobacco retail outlets that do not sell to minors.

Sales to youth during compliance checks declined by 50% since FY 2001.¹⁶



Youth-Oriented Media Campaign to Prevent Initiation of Tobacco Use

The TRUTH tobacco prevention ads reached youth across the state. Media surveys show that Utah teens are aware of The TRUTH ads and respond positively to tobacco prevention messages.⁷



⇒ More to be Done

Most adult smokers became regular smokers as teenagers. Therefore, preventing teen smoking will reduce the number of smokers over time and improve the quality of life for many Utah residents. Currently, six Utah school districts are working on establishing and enforcing comprehensive school tobacco policies. These projects need to be expanded to the remaining districts to ensure that all students benefit from comprehensive school-based prevention and cessation programs.

Statewide Program Update

Strengthening Secondhand Smoke Policies

Secondhand Smoke Facts

- More than 40,000 Utah children are exposed to SHS at home (HSS 2001).¹²
- Almost 40% of Utah high schools students report having been in the same room in the past week with someone who smoked (YTS 2003).⁵
- 22% of Utah high school students report riding in a car in the past week with someone who smoked (YTS 2003).⁵



Why Are Secondhand Smoke Policies Needed?

Secondhand smoke (SHS) has been linked to many serious illnesses in non-smokers. It increases the risk for heart disease and lung cancer and leads to higher rates of asthma, ear infections, chronic bronchitis, pneumonia, and sudden infant death syndrome. In the United States, SHS is estimated to be responsible for 3,000 lung cancer deaths and 62,000 deaths from heart disease annually.²¹

Smoke-free policies protect non-smokers and smokers from the risks associated with SHS. Since children are disproportionately affected by SHS and Utah has a high number of children, effective SHS policies are particularly important. SHS policies include voluntary and mandatory smoking restrictions in public places, workplaces, homes, cars, and recreational areas.

How Do Utah's Secondhand Smoke Policies Work?

- The Utah Indoor Clean Air Act (UICAA) protects people from SHS in public buildings and most workplaces.
- The Utah Department of Health and Local Health Departments educated businesses about UICAA through print materials, help lines, websites, presentations, and trainings.
- The TRUTH Campaign informed the public about the health risks of SHS. Smokers were encouraged to voluntarily refrain from smoking around other people.
- Local Health Departments and community partners assessed opinions and identified concerns about SHS and exposure to SHS at local recreational areas.
- Local Health Departments worked closely with worksites across the state to assess and improve worksite SHS policies.
- Local Health Departments provided health care providers with information on the risks of SHS to support their efforts of encouraging patients to decrease their families' exposure to SHS.

Outcomes

- At 89%, Utah has the highest percentage of smoke-free workplaces in the United States.¹⁶
- 88% of Utah households have rules against smoking in the home (BRFSS 2002).³
- 95% of high school students believe that smoke from other people's cigarettes is harmful to them (Utah YTS 2003).⁵

⇒ More to be Done

Despite recent improvements in voluntary and mandatory SHS policies, nearly four out of ten Utah high school students report that they were in the same room during the past week with someone who smoked. Increased numbers of smoke-free recreational areas (sports fields, rodeos, zoos, etc.) will protect children and adults from SHS and will further discourage tobacco use in communities. The TRUTH Campaign and local initiatives need to be strengthened to decrease the number of Utah children and families who are exposed to SHS and are at risk of developing SHS-related illnesses.

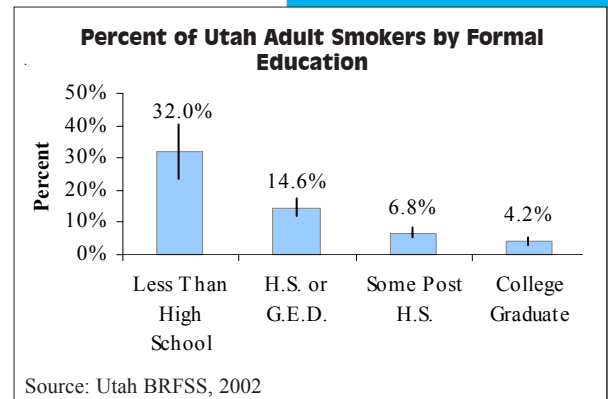
Statewide Program Update

Reducing Tobacco Use Among All Utahns

Tobacco-Related Inequalities

Tobacco use and tobacco-related disease and death differ among Utah population groups. Surveys show that low-income Utahns and those with fewer years of formal education have significantly higher rates of tobacco use compared to the general population.³

During the past decade, the tobacco industry launched intense advertising campaigns targeted to ethnic and racial groups. Utah surveys indicate higher than average tobacco use rates for Hispanic men, African Americans, and Native Americans (the current statewide surveys do not allow for further break-down of data by small populations).³



To develop a plan to better address tobacco-related disparities, the TPCP convened a Strategic Planning Workgroup with representation from Utah's ethnic and racial minorities and from community members working with low income and rural populations. The Workgroup developed the following recommendations:

- **Minimize gaps in data.**
- **Create a comprehensive communication network among populations disparately affected by tobacco use.**
- **Ensure that anti-tobacco programs and materials are culturally and linguistically appropriate.**
- **Increase statewide support for the identification and elimination of tobacco-related disparities.**

The TPCP is currently developing partnerships with community leaders and community agencies to implement the recommendations of the Workgroup.

First Steps Toward Reducing Inequalities

The TRUTH Campaign - AFL/CIO Union Partnerships

- Distributed anti-tobacco brochures, posters, and quit cards to workers in occupations with high rates of tobacco use.

Spanish Language Prevention and Cessation Services

- Developed and distributed Spanish language billboards, posters, and TV/radio ads in partnership with Hispanic/Latino community leaders. (TV/radio ads aired on Telemundo, Univision, Azteca America, and Radio Fiesta.)
- Sponsored the Blitz, Cinco de Mayo, and Fiesta Mexicana.
- Developed a tobacco cessation curriculum in Spanish in partnership with Holy Cross Ministries and the Salt Lake Valley Health Department.
- Offered cessation counseling in Spanish through the Utah Tobacco Quit Line (1-877-2NO-FUME).

Native American Poster Campaign

- Developed anti-tobacco concepts that distinguish between traditional and commercial use of tobacco in partnership with Native American tribal leaders and the Salt Lake Indian Walk-In Center.
- Produced and distributed six designs as posters (5,000) and billboards (32).



⇒ More to be Done

The TPCP needs to enhance efforts to build partnerships with community leaders and community agencies to implement the plan developed by the Strategic Planning Workgroup and reduce tobacco-related risks among all Utahns.

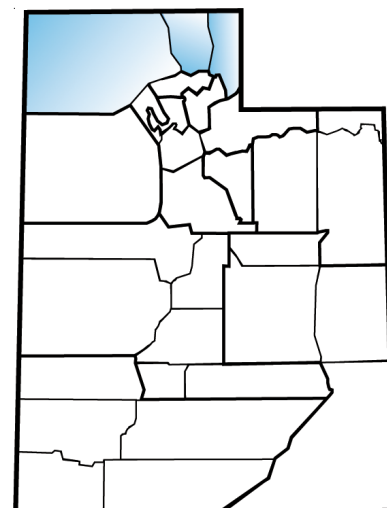
Bear River Counties

"I have been the principal of an alternative high school for ten years. The process of convincing the at-risk student population to change to healthy lifestyles has been an ongoing effort. This effort has been supported by tobacco prevention and control mini-grants from the Local Health Departments. The students and their families appreciate the funding, as it impacts their health and our society in immeasurable ways."

Elaine Wilcox, Principal
Logan South Campus,
Logan, Utah

Tobacco Use in Bear River

Adults 18+ (2000-02)	7.6% ³
Youth in grades 7-12 (1997)	19.4% ¹⁸
Pregnant women (2001)	5.5% ⁶
Children exposed to smoke at home (2001)	1,300 ¹²
Calls to the Tobacco Quit Line (FY 2003)	306
Adults exposed to anti-tobacco media messages in the past month (2002)	88.4% ³



Bear River Health Department Activities to Reduce Tobacco Use

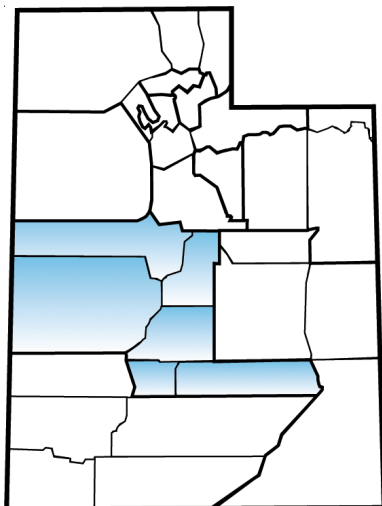
Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END* – court-referred	167 teens	Quit/Reduction Rate: 13%/64% (court-referred)
END* – voluntary	44 teens	Quit/Reduction Rate: 24%/82% (voluntary)
Adult cessation group program	17 adults	Quit Rate: 41%
Distribution of Quit Line posters	106 (to dentists, pharmacies, parks & recreation offices, construction companies)	More Bear River residents had access to information about cessation programs.
Youth and Community Projects to Prevent Tobacco Use		
TOT** - Tobacco On Trial	495 students	Students learned refusal skills and about negative health effects of tobacco.
Youth anti-tobacco coalition activities (Governor's Youth Council)	4,000 students from 14 schools (54 activities)	Students were exposed to anti-tobacco messages developed by their peers.
Local anti-tobacco media campaign	Movie pre-show advertising, local radio, TV, and cable	Box Elder (BE) and Cache (C) County movie patrons were exposed to anti-tobacco messages for 6 months (BE) and 1 year (C). TV and radio ads reached homes in Box Elder, Rich, and Cache Counties.
Initiatives to Reduce Exposure to Secondhand Smoke		
Partnership with WIC to conduct follow-up visits with new mothers who smoke and ensure referrals to tobacco cessation services	3 women were referred to tobacco cessation services	More parents were informed about the risks of secondhand smoke and available tobacco cessation services.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program. **TOT (multi-session tobacco prevention class)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Bear River Counties decreased from 11.2% (1995-98) to 7.6% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 11.1% (State FY 2001) to 5.2% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools to assess and strengthen comprehensive school tobacco policies.
- Develop community partnerships to assess and reduce exposure to secondhand smoke.



Central Utah Counties

Tobacco Use in Central Utah

Adults 18+ (2000-02)	13.8% ³
Youth in grades 7-12 (1997)	14.5% ¹⁸
Pregnant women (2001)	9.7% ⁶
Children exposed to smoke at home (2001)	1,700 ¹²
Calls to the Tobacco Quit Line (FY 2003)	179
Adults exposed to anti-tobacco media messages in the past month (2002)	93.2% ³

Central Utah Public Health Department Activities to Reduce Tobacco Use

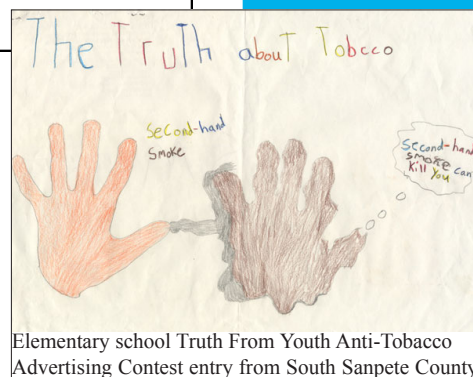
Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	23 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Teen Tobacco Reduction Program	14 teens	Teens learned skills to quit smoking. (Quit and reduction rates were not measured.)
Adult cessation group program	41 adults	Quit Rate: 19.5% Reduction Rate: 31.7%
Referrals to prenatal tobacco cessation program	59 pregnant women	Quit Rate: 16.7% Reduction Rate: 44.4%
Referrals to Utah Tobacco Quit Line	179 teens and adults	Access to cessation programs was increased.
Youth and Community Projects to Prevent Tobacco Use		
TOT** - Tobacco On Trial	Approximately 400 students in 4 schools	Students learned about refusal skills and negative health effects of tobacco use.
TNT** - Towards No Tobacco	5,975 students	Students developed and entered 166 local anti-tobacco ads for the statewide contest.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest		
Youth anti-tobacco coalition activities (Buff Don't Puff)	2,000 students from 3 schools participated in activities	Students were exposed to anti-tobacco messages developed and promoted by their peers.
Initiatives to Reduce Exposure to Secondhand Smoke		
Distribution of informational packages regarding secondhand smoke	300 families (through the Head Start Program)	Knowledge of risks of secondhand smoke in homes and cars was increased.
Promotion of smoke-free policies at recreational facilities	2 recreation departments	Steps were taken to develop and advocate smoke-free policies for recreational facilities in Richfield and Salina.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program.		
** TOT/TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Central Utah decreased from 15.4% (1995-98) to 13.8% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 13.8% (State FY 2001) to 10.4% (State FY 2003).¹⁶

⇒ More to be Done

- Build partnerships with health care providers to increase the use of the US Public Health Service Guidelines for treating tobacco use and dependence.
- Work with schools to assess and strengthen comprehensive school tobacco policies.



Elementary school Truth From Youth Anti-Tobacco Advertising Contest entry from South Sanpete County

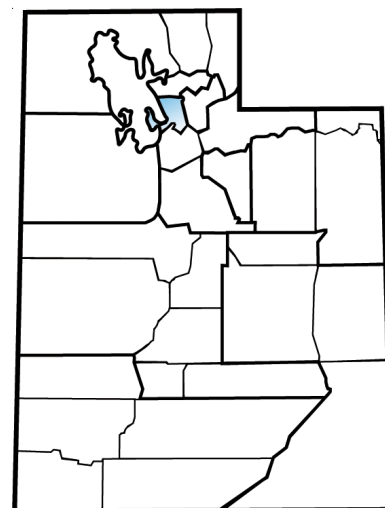
Davis County

"I have quit smoking, I have a healthy baby, and also I feel healthy and can breathe."

Michelle Gonzales,
Clearfield, Utah
Participant in Davis
Health Department
Prenatal Tobacco
Cessation Program

Tobacco Use in Davis County

Adults 18+ (2000-02)	12.3% ³
Youth in grades 7-12 (2001)	6.0% ¹⁹
Pregnant women (2001)	6.6% ⁶
Children exposed to smoke at home (2001)	3,500 ¹²
Calls to the Tobacco Quit Line (FY 2003)	440
Adults exposed to anti-tobacco media messages in the past month (2002)	94.0% ³



Davis County Health Department Activities to Reduce Tobacco Use

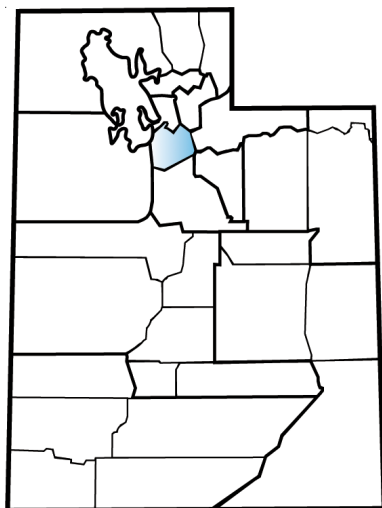
Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	122 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Teen Tobacco Reduction Program	48 teens	Quit Rate: 63% Reduction Rate: 13%
Prenatal tobacco cessation program	34 pregnant women	Quit Rate: 29% Reduction Rate: 7%
Distribution of Tobacco Quit Kits	187 adults	31% of recipients quit smoking in cars. 38% of recipients quit smoking in homes.
Local WIC tobacco cessation referral program	20 adults	WIC clients received assistance in tobacco cessation.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco	Approximately 1,200 students	Students learned about refusal skills and negative health effects of tobacco.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	Approximately 7,000 students	2,644 local anti-tobacco advertisements were developed by students and entered into the statewide contest.
Junior High Youth Anti-Tobacco Coalition activities	More than 15,000 students (4,600 students attend high-risk schools)	Students were exposed to anti-tobacco messages developed and promoted by their peers. Messages focused on health effects of tobacco and benefits of tobacco-free lifestyles.
Initiatives to Reduce Exposure to Secondhand Smoke		
Distribution of brochures to promote smoke-free homes and cars	1,165 brochures were distributed at 55 local agencies	Knowledge of risks of secondhand smoke was increased.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program. **TNT (multi-session tobacco prevention class)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Davis county decreased from 16.0% (1995-98) to 12.3% (2000-2002).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 10.2% (State FY 2003).¹⁶

⇒ More to be Done

- Continue to work with schools to assess and strengthen comprehensive school tobacco policies.
- Develop community partnerships to assess and reduce exposure to secondhand smoke.



Salt Lake County

Tobacco Use in Salt Lake County

Adults 18+ (2000-02)	15.4% ³
Youth in grades 7-12 (1997)	15.0% ¹⁸
Pregnant women (2001)	8.6% ⁶
Children exposed to smoke at home (2001)	21,100 ¹²
Calls to the Tobacco Quit Line (FY 2003)	2,438
Adults exposed to anti-tobacco media messages in the past month (2002)	94.8% ³

Salt Lake Valley Health Department Activities To Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END* - court-referred	227 teens	Quit Rate: 13% Reduction Rate: 64%
Adult cessation class	6 adults	Quit Rate: 100%
Prenatal tobacco cessation project	12 pregnant women	Quit Rate: 25% Reduction Rate: 75%
Local WIC/Medicaid tobacco cessation referral program	28 pregnant women	WIC/Medicaid clients received assistance in tobacco cessation.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco	3,800 students	Students learned refusal skills and about negative health effects of tobacco.
TOT** - Tobacco On Trial	2,200 students	Students learned about tobacco industry techniques and the Truth Contest.
Extinguish the Lies media literacy presentation	37 students	TAAT members conducted tobacco prevention activities and activities to promote tobacco-free environments (at schools, health fairs, sports events, zoo, etc.).
TAAT (Teen Advocates Against Tobacco) youth coalition	Granite High School and feeder schools West High School and feeder schools	Schools revised school tobacco policies to ensure comprehensive coverage, consistent enforcement, teacher training, prevention education, access to cessation programs, and evaluation of changes.
Other Activities		
Development of a Spanish language tobacco cessation curriculum	N/A	Tobacco cessation guide was developed in collaboration with Holy Cross Ministries and promotoras.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program		
** TOT/TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Salt Lake County decreased from 17.3% (1995-98) to 15.4% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.3% (State FY 2001) to 6.6% (State FY 2003).¹⁶

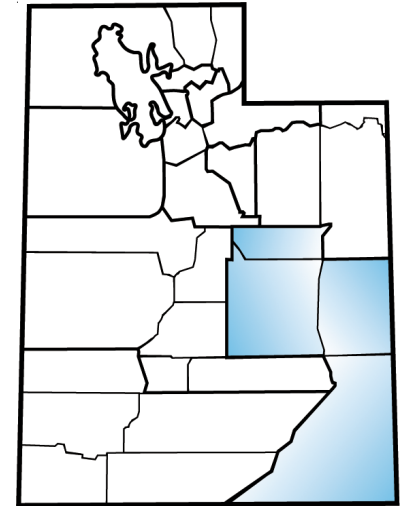
⇒ More to be Done

- Develop partnerships with worksites to assess and reduce exposure to secondhand smoke.
- Continue to support comprehensive school tobacco policies.



Salt Lake County TAAT members promoting smoke-free environments

Southeastern Utah Counties



"I smoked for over 40 years. I quit 8 weeks ago with the help of the Utah Quit Line. When I think of a cigarette now, I remind myself that cigarettes do not change anything for the better and the Lord helps me to be strong. I feel so much better."

Ann Kay Marsing,
Price, Utah
Participant, Utah
Tobacco Quit Line

Tobacco Use in Southeastern Utah

Adults 18+ (2000-02)	16.7% ³
Youth in grades 7-12 (1997)	21.8% ¹⁸
Pregnant women (2001)	13.9% ⁶
Children exposed to smoke at home (2001)	3,000 ¹²
Calls to the Tobacco Quit Line (FY 2003)	206
Adults exposed to anti-tobacco media messages in the past month (2002)	91.2% ³

Southeastern Utah District Health Department Activities to Reduce Tobacco Use

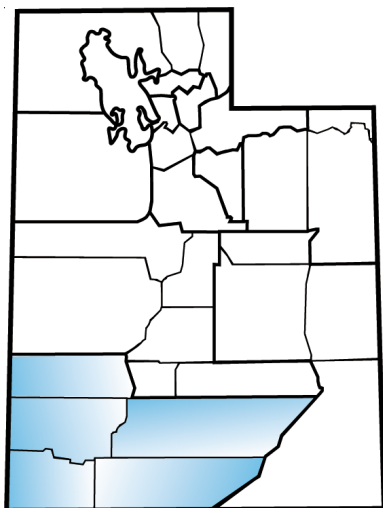
Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	57 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Prenatal tobacco cessation program	85 pregnant women	Quit Rate: 17% Reduction Rate: 33%
Worksite health fairs	650 participants at 6 worksites (including 3 major coal mines)	73 smokers and 60 users of chewing tobacco received counseling and referrals to cessation services. 114 anti-tobacco brochures and Quit Line cards were distributed. Worksites received tobacco-free signage.
Youth and Community Projects to Prevent Tobacco Use		
Placement of anti-tobacco ads in local movie theater pre-show advertisings	100,000 showings of 4 ads	Movie audiences were exposed to anti-tobacco messages and information about the Quit Line.
School Tobacco Policy Projects (overseen by Grand and San Juan School Districts)	Grand County School District San Juan School District	Districts revised school tobacco policies to ensure comprehensive coverage, consistent enforcement, teacher training, prevention education, access to cessation programs, and evaluation of changes.
Carbon County American Cancer Society	600 participants	Relay for Life event promoted tobacco cessation services.
Initiatives to Reduce Exposure to Secondhand Smoke		
Worksite health fairs	6 local employers	Worksites received tobacco-free signage. Policy surveys were conducted to assess the need for improved tobacco-free policies.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program.		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Southeastern Utah decreased from 19.9% (1995-98) to 16.7% (2000-2002).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 12.3% (State FY 2001) to 7.0% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools in Emery and Carbon Counties to assess and strengthen comprehensive school tobacco policies.
- Continue to build partnerships with worksites to ensure smoke-free policies and knowledge of cessation services.



Southwest Utah Counties

Tobacco Use in Southwest Utah

Adults 18+ (2000-02)	12.6% ³
Youth in grades 7-12 (1997)	12.9% ¹⁸
Pregnant women (2001)	8.1% ⁶
Children exposed to smoke at home (2001)	1,600 ¹²
Calls to the Tobacco Quit Line (FY 2003)	225
Adults exposed to anti-tobacco media messages in the past month (2002)	91.1% ³

Southwest Utah Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	88 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
One-on-one adult tobacco cessation counseling	16 adults	Quit Rate: 19% Reduction Rate: 25%
Prenatal tobacco cessation program	15 pregnant women	Quit Rate: 27% Reduction Rate: 33%
Medical clinic tobacco cessation referral program	5 clinics, 25 staff	Tobacco cessation referral programs were established based on US Public Health Service Guidelines.
Youth and Community Projects to Prevent Tobacco Use		
Gold Medal School Program	Elementary schools	6 new schools were recruited. 10 schools revised tobacco policies and achieved bronze level status.
Recruitment of Native American youth to become Truth Anti-Tobacco Ambassadors	20 Native American youth	Native American youth were trained to be anti-tobacco peer educators.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	345 participants	Students developed 32 anti-tobacco ads for entry into the statewide contest.
School- and community-based anti-tobacco presentations	840 participants	Information about tobacco use and addiction was presented at Shivwits Family Gathering, San Juan High School, Cedar Paiute Tribe, and Dixie Kick Butts Day.
Initiatives to Reduce Exposure to Secondhand Smoke		
Promotion of tobacco-free policies at local recreation centers	2 key contacts	Support is expected to lead to an increase in tobacco-free environments.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program		

"We have been able to empower youth from lower socioeconomic status, high-risk, skater-type, 'on the edge type' youth...we have been able to give them pro-social involvement in the anti-tobacco cause, which is very important for youth."
Teresa Willie,
Prevention Specialist,
St. George, Utah

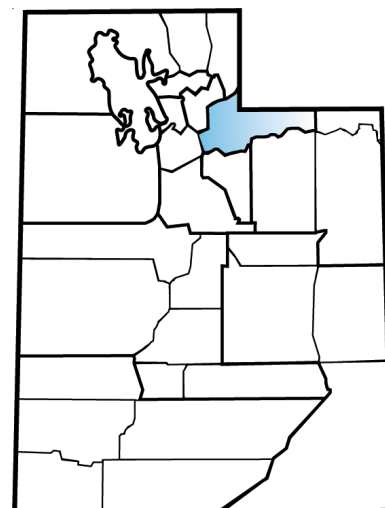
Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Southwest Utah decreased from 13.7% (1995-98) to 12.6% (2000-02).³
- Birth certificate data indicate no decline in smoking during pregnancy.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.1% (State FY 2001) to 13.0% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools to assess and strengthen comprehensive school tobacco policies.
- Continue to build partnerships with health care and prenatal care providers to increase the use of the US Public Health Service Guidelines in treating tobacco use and dependence.

Summit County

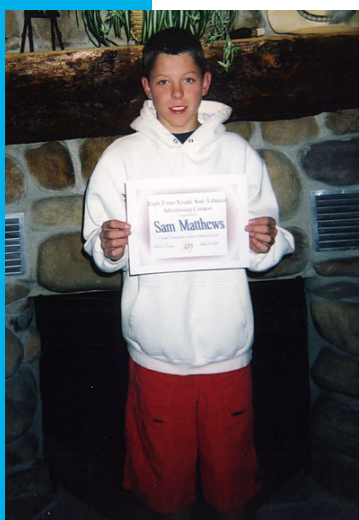


Tobacco Use in Summit County

Adults 18+ (2000-02)	8.7% ³
Youth in grades 7-12 (1997)	16.5% ¹⁸
Smoking during pregnancy (2001)	2.9% ⁶
Children exposed to smoke at home (2001)	700 ¹²
Calls to the Tobacco Quit Line (FY 2003)	40
Adults exposed to anti-tobacco media messages in the past month (2002)	92.6% ³

Summit County Public Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	3 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Promotion of tobacco cessation referral systems in local clinics	4 clinics, approximately 20 physicians	Clinics received posters, Quit Line referral cards, and educational pamphlets.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco TOT** - Tobacco On Trial Youth Anti-Tobacco Coalition	500 students 36 members	Students learned refusal skills and about negative health effects of tobacco use. Coalition members were trained as anti-tobacco peer educators for other students.
Youth Anti-Tobacco Coalition activities	1,360 students participated in presentations; 1,180 students participated in the Truth Contest promotion.	Students at 5 schools learned about negative health effects of tobacco and the Truth From Youth Anti-Tobacco Advertising Contest.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program. ** TOT/TNT (multi-session tobacco prevention classes)		



Sam Matthews from South Summit Elementary School won 3rd place in the billboard category of the statewide Truth From Youth Advertising Contest.

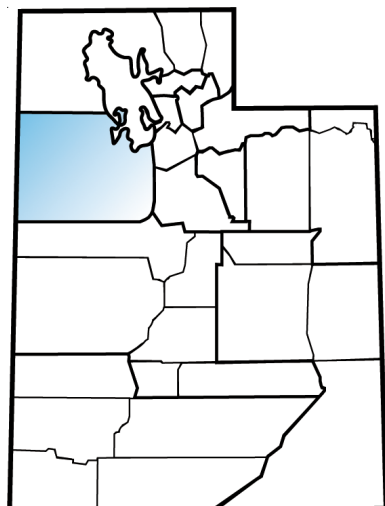
Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Summit County decreased from 13.2% (1995-98) to 8.7% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 24.1% (State FY 2001) to 23.5% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools to assess and strengthen comprehensive school tobacco policies.
- Develop community partnerships to assess and reduce exposure to secondhand smoke.

Tooele County



Tobacco Use in Tooele County

Adults 18+ (2000-02)	17.6% ³
Youth in grades 7-12 (1997)	20.3% ¹⁸
Pregnant women (2001)	12.6% ⁶
Children exposed to smoke at home (2001)	1,400 ¹²
Calls to the Tobacco Quit Line (FY 2003)	123
Adults exposed to anti-tobacco media messages in the past month (2002)	92.4% ³

"When it comes to the use of the Tobacco Settlement money, our first priority should be prevention programs that greatly reduce the use of tobacco in this country and protect our children from acquiring this pernicious habit."
Senator Ron Allen, Stansbury, Utah

Tooele County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END* - court-referred	14 teens	Quit/Reduction Rate: 13%/64% (court-referred)
END* - voluntary	72 teens	Quit/Reduction Rate: 24%/82% (voluntary)
Local WIC tobacco cessation referral program	22 pregnant women	WIC clients received assistance in tobacco cessation.
Utah Quit Line marketing	4 worksites 5 publications	Worksites received materials to promote the Utah Tobacco Quit Line (posters, brochures and collateral). Quit Line ads were placed in local publications.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco	1,350 5 th and 8 th grade students	Students learned refusal skills and about negative health effects of tobacco use.
TOT** - Tobacco On Trial	670 8 th grade students	Students learned about tobacco industry techniques and the Truth Contest. Tooele students developed 218 anti-tobacco ads for the statewide Truth Contest.
New Mexico Media Literacy Program		
School Tobacco Policy Project	Tooele School District	Schools revised school tobacco policies to ensure comprehensive coverage, consistent enforcement, teacher training, prevention education, access to cessation programs, and evaluation of changes.
Initiatives to Reduce Exposure to Secondhand Smoke		
Worksite surveys	4 worksites	Employers and employees were surveyed to assess and strengthen smoke-free policies and improve access to cessation services.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program. ** TOT/ TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Tooele decreased from 19.7% (1995-98) to 17.6% (2000-02).³
- Birth certificate data indicate no decline in smoking during pregnancy.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 23.4% (State FY 2001) to 5.2% (State FY 2003).¹⁶

⇒ More to be Done

- Continue to build partnerships with health care and prenatal care providers to increase the use of the US Public Health Service Guidelines in treating tobacco use and dependence.
- Continue to develop community partnerships to assess and reduce exposure to secondhand smoke.

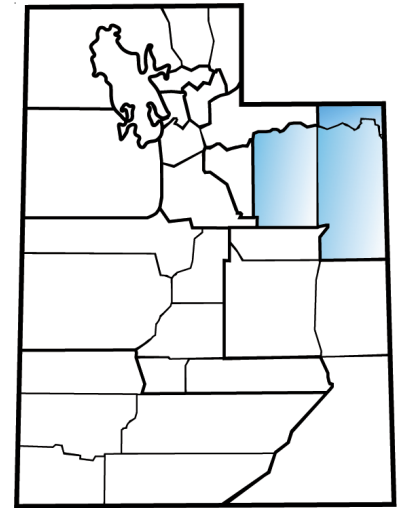
Tri-County Area

"The class helped me a lot, so I know a lot of the effects of smoking. I really feel better about myself since I had this class. I hope I never start smoking or chewing tobacco again. [The] smoking class also made me realize that tobacco has a lot of nasty additives like toilet cleaner. This class made me a healthy man again."

Andrew Taylor,
Roosevelt, Utah
Participant, END teen
tobacco cessation
class

Tobacco Use in the Tri-County Area

Adults 18+ (2000-02)	18.7% ³
Youth in grades 7-12 (1997)	16.3% ¹⁸
Pregnant women (2001)	16.6% ⁶
Children exposed to smoke at home (2001)	2,400 ¹²
Calls to the Tobacco Quit Line (FY 2003)	99
Adults exposed to anti-tobacco media messages in the past month (2002)	92.3% ³



Tri-County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	45 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Prenatal tobacco cessation program (WIC referrals)	12 pregnant women	Quit Rate: 42%
Distribution of tobacco cessation packages to health care providers	80 local physician and dentist offices	Physicians and dentists received resources to provide tobacco cessation counseling.
Youth and Community Projects to Prevent Tobacco Use		
Promotion of Tar Wars Poster Contest	1,500 students received information	Students created 150 anti-tobacco posters for the Tar Wars contest. Local awards were given to 1 st , 2 nd , and 3 rd place winners.
Community Alliance Coalition	8-10 community agencies	Coalition raised tobacco awareness and provided assistance with tobacco-related activities in the Tri-County area.
School Tobacco Policy Project (overseen by the Uintah School District)	Uintah School District	School district started to revise school tobacco policy to ensure comprehensive coverage, consistent enforcement, teacher training, prevention education, access to cessation programs, and evaluation of changes.
Initiatives to Reduce Exposure to Secondhand Smoke		
Distribution of brochures to prevent exposure to secondhand smoke and promote tobacco cessation	1,100 health fair participants	Participants received information on the health risks of secondhand smoke and on tobacco cessation resources.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program.		

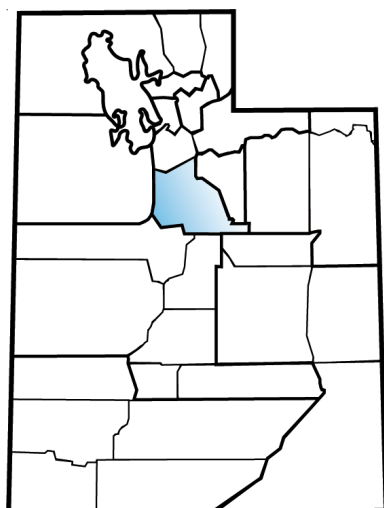
Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in the Tri-County area increased from 18.4% (1995-98) to 18.7% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 18.5% (State FY 2001) to 3.1% (State FY 2003).¹⁶

⇒ More to be Done

- Develop community partnerships to assess and reduce exposure to secondhand smoke.
- Work with schools in Duchesne and Daggett Counties to assess and strengthen comprehensive school tobacco policies.

Utah County



Tobacco Use in Utah County

Adults 18+ (2000-02)	5.9% ³
Youth in grades 7-12 (1997)	8.3% ⁶
Pregnant women (2001)	3.4% ¹⁸
Children exposed to smoke at home (2001)	n/a ¹²
Calls to the Tobacco Quit Line (FY 2003)	519
Adults exposed to anti-tobacco media messages in the past month (2002)	93.4% ³

"I couldn't have quit without the help of this program. I had no idea that so many resources were available to help me quit."

Kimberly Reid,
Orem, Utah
Participant, Utah
County Prenatal
Tobacco Cessation
Program

Utah County Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	155 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Prenatal tobacco cessation program	209 pregnant women	Quit Rate: 24% Reduction Rate: 10%
Promotion of prenatal tobacco cessation counseling among Utah County health care providers	46 health care providers	62% of Utah County health care providers received assistance in tobacco cessation counseling. 52% of physicians and 15% of clinics provided cessation referrals.
WIC tobacco cessation referral program	37 WIC clients	Clients received assistance in tobacco cessation.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco TOT** - Tobacco On Trial	430 students	Students learned about refusal skills and negative health effects of tobacco use.
Promotion of Truth From Youth Anti-Tobacco Advertising Contest	3,280 students	420 local anti-tobacco advertisements were developed by students and entered into the statewide contest.
School tobacco policy assessments	12 schools	Assessments provided information about gaps in school tobacco policies.
"Tobacco-Free School" signage	115 schools	All Utah County public schools and 80% of private schools received "Tobacco-Free School" signage.
Community presentations (health fairs, workshops, coalitions)	3,500 youth 100 adults	Knowledge of tobacco-related risks increased in the community.
Initiatives to Reduce Exposure to Secondhand Smoke		
Promotion of smoke-free workplaces	3 workplaces	Workplaces that are not publicly accessible adopted voluntary smoke-free policies.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program. ** TOT/TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

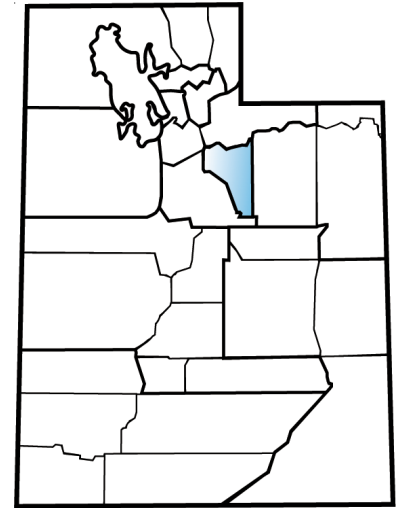
- The adult smoking rate in Utah County decreased from 6.9% (1995-98) to 5.9% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 10.7% (State FY 2001) to 8.1% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools to assess and strengthen comprehensive school tobacco policies.
- Develop community partnerships to assess and reduce exposure to secondhand smoke.

Wasatch County

*"As a teacher and parent of teens in Wasatch County, I would like to say "Thank You" to the Wasatch County Health Department's Tobacco Prevention and Control Program. After reading letters that I have students write following tobacco classes, I am amazed at the effect that not just the information and awareness of tobacco, but also the life skills taught during the program has on students. I believe [the tobacco program] has impacted many youth and really does make a difference in our community." Leslie Huntsman
Teacher, Wasatch Mountain Jr. High School, Heber, Utah*



Tobacco Use in Wasatch County

Adults 18+ (2000-02)	8.7% ³
Youth in grades 7-12 (1997)	8.5% ¹⁸
Pregnant women (2001)	6.6% ⁶
Children exposed to smoke at home (2001)	200 ¹²
Calls to the Tobacco Quit Line (FY 2003)	26
Adults exposed to anti-tobacco media messages in the past month (2002)	89.0% ³

Wasatch City/County Health Department Activities to Reduce Tobacco Use

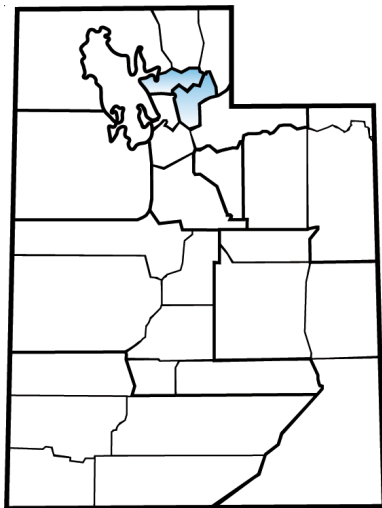
Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	5 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Prenatal tobacco cessation program	9 pregnant women	Quit Rate: 22%
Promotion of tobacco cessation interventions at local dentist offices	5 dentists	5 dentist offices received tobacco education packages and quit line cards for use in their offices. 3 dentists conducted tobacco cessation interventions.
Promotion of Utah Quit Line at worksites	275 adults	Awareness of cessation resources among participating employees increased.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco	688 6 th to 8 th grade students	Students learned refusal skills and about negative health effects of tobacco use.
TOT** - Tobacco On Trial	324 students	Students learned refusal skills and about negative health effects of tobacco use.
4 th grade anti-tobacco class	395 students	High school athletes taught younger students about the dangers of tobacco use.
Buff Don't Puff peer education project	7 schools	Assessments will help schools to strengthen and enforce comprehensive tobacco policies.
School tobacco policy assessments	900 participants	Parental knowledge of tobacco and of building developmental assets in children increased.
Issues Conference		
Initiatives to Reduce Exposure to Secondhand Smoke		
Assessment of high school rodeo contestants' support for tobacco-free arena policies	305 contestants	Surveys will guide efforts to implement tobacco-free rodeo policies.
Anti-tobacco presentations at local rodeos and rodeo organizations	Participants and visitors	Rodeo participants and visitors received anti-tobacco messages.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program.		
** TOT/TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Wasatch County decreased from 13.2% (1995-98) to 8.7% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks increased from 14.0% (State FY 2001) to 29.2% (State FY 2003).¹⁶

⇒ More to be Done

- Build partnerships with health care and prenatal care providers to increase the use of the US Public Health Service Guidelines in treating tobacco use and dependence.
- Work with schools to assess and strengthen comprehensive school tobacco policies.



Weber-Morgan Counties

Tobacco Use in Weber-Morgan

Adults 18+ (2000-02)	16.9% ³
Youth in grades 7-12 (1997)	17.4% ¹⁸
Pregnant women (2001)	11.2% ⁶
Children exposed to smoke at home (2001)	5,700 ¹²
Calls to the Tobacco Quit Line (FY 2003)	630
Adults exposed to anti-tobacco media messages in the past month (2002)	97.8% ³

"I was reviewing the paper [my son] was required to write on 'Why People Smoke' as his homework assignment. I was not satisfied with his paper and threw it back to him and asked him why he REALLY smoked. His answer was, 'I don't know Dad, why do you?' His statement hit home. I realized that my son was smoking because of my example, and I haven't smoked a cigarette since. This has been a great class."
 Craig Johnson,
 Participant in Weber-Morgan Health Department Parent/Teen Tobacco Awareness Class,
 Ogden, Utah

Weber-Morgan Health Department Activities to Reduce Tobacco Use

Projects	Participants	Outcomes
Local Tobacco Cessation Programs		
END*	30 teens	Quit/Reduction Rate: 13%/64% (court-referred) Quit/Reduction Rate: 24%/82% (voluntary)
Teen Tobacco Reduction Program	89 teens	Teens learned cessation techniques. Quit and reduction rates were not measured.
Prenatal tobacco cessation program	68 pregnant women	Quit Rate: 21%
Adult tobacco cessation program	21 adults	Adults learned cessation techniques. Quit and reduction rates were not measured.
Youth and Community Projects to Prevent Tobacco Use		
TNT** - Towards No Tobacco	3,250 students	Students learned refusal skills and about negative health effects of tobacco use.
TOT** - Tobacco On Trial	175 students	Students learned refusal skills and about negative health effects of tobacco use.
4 th grade tobacco education class	45 students	High-risk students practiced refusal skills and increased knowledge of the dangers of tobacco and other drugs.
Life Skills Curriculum	42 youth coalition members	Coalition members learned to educate peers about the dangers of tobacco and about tobacco industry strategies.
School-based anti-tobacco youth coalition	2,600 participants	Students learned about negative health effects of tobacco through peer presentations and activities.
Coalition-led anti-tobacco presentations		
Initiatives to Reduce Exposure to Secondhand Smoke		
Secondhand smoke presentations and poster contest	360 youth	Participants learned about dangers of secondhand smoke.
*END: Ending Nicotine Dependence (teen tobacco cessation class); quit and reduction rates refer to statewide outcomes for the END program.		
**TOT/TNT (multi-session tobacco prevention classes)		

Recent Changes in Tobacco-Related Indicators

- The adult smoking rate in Weber-Morgan Counties increased from 16.4% (1995-98) to 16.9% (2000-02).³
- Birth certificate data indicate that smoking during pregnancy has started to decline.⁶
- The percentage of stores selling tobacco to minors during compliance checks decreased from 16.5% (State FY 2001) to 3.9% (State FY 2003).¹⁶

⇒ More to be Done

- Work with schools to assess and strengthen comprehensive school tobacco policies.
- Develop community partnerships to assess and reduce exposure to secondhand smoke.

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8. Estimates are calculated following the Campaign for Tobacco-Free Kids' *Rough Formula for Estimating Future State Tobacco Control Savings*. Campaign for Tobacco-Free Kids. Research Department: Washington, DC.
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14. Note: Quit rates for the Utah Tobacco Quit Line are based on six-month follow-up survey responses from Quit Line participants and refer to 30-day abstinence rates. The survey completion rate for adults was 44%. The completion rate for teens was 63%. It is possible that the group lost to follow-up did not experience the same quit rate as the group who responded; therefore the data reported may be an over- or underestimation of the quit rates realized by this service. Quit rates reported for local teen cessation classes refer to abstinence from smoking measured through end of class post-tests.
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22. The percentage of clients taking Zyban prescriptions as indicated was determined by a client follow-up survey conducted by telephone by Association for Utah Community Health (AUCH) staff.

SFY 2003 Program Budget

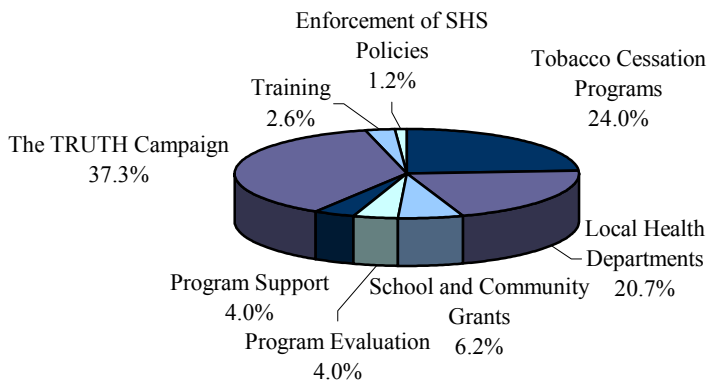
State TPCP Revenue:

Utah Tobacco Settlement Account: \$4,062,700

Cigarette Tax Restricted Account*: \$2,868,400

One-time Carry-over: \$319,934

Revenue Appropriation: Utah Tobacco Settlement Account and Cigarette Tax Restricted Account



* All FY 2003 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY 2003.

Federal and Private TPCP Revenue (dependent on ability to match with state funds)

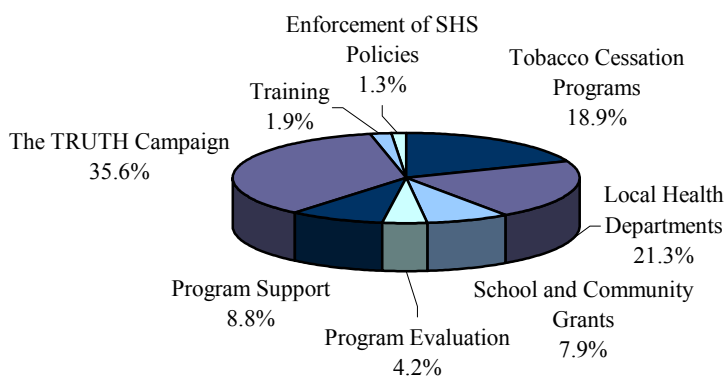
Medicaid match for The TRUTH campaign and Utah Quit Line: \$565,452

Centers for Disease Control and Prevention (CDC): \$1,170,949

Prevention Block Grant: \$139,000

American Legacy Foundation: \$570,000

Revenue Appropriation: All Cash Revenue (Not In-Kind)



In-Kind Revenue: Media Campaign Added Value (Media vendors donate approximately \$1.50 for every state dollar spent on media.)

Increased airing of ads, news specials, other media events: \$4,201,389

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Teresa Theurer, Utah State Board of Education

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